SYSTEM FOR INSERTING BACKGROUND ADVERTISING INTO WEB PAGE PRESENTATION OR E-MAIL MESSAGES

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Abstract of **WO9963453**

An advertisement system and method are provided for, in some embodiments, inserting into an end user communication message a background reference to an advertisement (300), and in other embodiments, generating web page coding with a reference to a background advertisement (900). In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user screen (50) behind the text of an e-mail message, public posting, or generic web page. According to certain embodiments, a message server (28) inserts the background reference after receiving a message originally sent from an end user originator and before sending the message to be delivered to an end user recipient. Other embodiments include static and dynamically created web page coding with background advertisement references.

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(57) Abstract

An advertisement system and method are provided for, in some embodiments, inserting into an end user communication message a background reference to an advertisement (300), and in other embodiments, generating web page coding with a reference to a background advertisement (900). In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user screen (50) behind the text of an e-mail message, public posting, or generic web page. According to certain embodiments, a message server (28) inserts the background reference after receiving a message originally sent from an end user originator and before sending the message to be delivered to an end user recipient. Other embodiments include static and dynamically created web page coding with background advertisement references.